

Campbellton-Cascade Corridors Redevelopment Plan
Public Kick-off Meeting
October 13, 2005
7:00pm @ Greenbriar Mall
Meeting Notes

PARTICIPANTS

City of Atlanta

1. Jim Maddox
2. Cleta Winslow
3. Garnett Brown
4. Bill Dunkley
5. Michele McIntosh Ross
6. Charles Whatley

Project Consulting Team

1. Ed McKinney – Glatting Jackson
2. Morris J. Dillard – DW & Associates
3. Joetta Thomas – DW & Associates
4. Grady Smith - Jordan Jones & Goulding
5. Ken Bleakly--Bleakly Advisory Group

WELCOME AND INTRODUCTION

Morris Dillard opened the meeting by welcoming the audience and reviewing the agenda and purpose for the Redevelopment Study.

Morris introduced Councilperson Maddox who was instrumental in getting this study in the City of Atlanta's Planning Program and getting funds allocated for the study. Councilperson Maddox thanked citizens for their attendance and encouraged them to continue to be involved in the process. He then recognized the NPU chairpersons in attendance: Charles Bryant from NPU-P, Andrew Fellers from NPU-I as well as Ms. Green who has worked on many of the studies in this corridor. Councilperson Maddox indicated that this study, along with other studies in the area, is intended to ensure that the communities have positive development and quality growth.

Councilperson Maddox introduced the project manager for this study, Bill Dunkley, City of Atlanta Bureau of Planning. Bill outlined similar studies that have been conducted by the City, including (a) Greenbriar and Oakland City/Lakewood LCIs; (b) Donald Lee Hollowell Parkway, Ponce de Leon/Moreland and Northside Drive Corridor Studies.

He also indicated that Mayor Franklin's *New Century Economic Development Plan*, available on the City's web site (<http://www.atlantaga.gov>), focuses on economic development covering six of Atlanta's high volume corridors. Campbellton Road is one of the six priority areas. He indicated that the Economic Development Plan is a community-based plan.

Ed McKinney, Project Manager for the consultant team, introduced the four key components of this study along with the firms that will have lead responsibility for each element. The lead firms assigned and functions are as follows:

- Glatting Jackson - Land use and corridor services
- DW & Associates - Public and stakeholder involvement
- Jordon Jones & Goulding – Transportation and access issues
- Key Advisors - Market analysis and economic development

Ed made a brief power point presentation outlining the study area, scope, project actions and project outcomes. The study area includes Cascade Avenue from Langhorn Street on the east to Venetian on the west; and Campbellton Road from Oakland Drive on the east to the City Limits on the west, excluding the Greenbriar area, which has already been studied as part of the Greenbriar LCI Plan.

GENERAL DISCUSSION/COMMENTS

Given below is a summary of the major discussion/comments that were made following the presentation:

QUESTION/COMMENT	RESPONSE
What is the projected timeline for this study?	All work is projected to be completed and recommendations presented to the City of Atlanta by March 2006.
Can we get information that comes out of the charrette scheduled for December 3-8, 2005 if we are unable to attend?	Yes, the information will be available on the project website that is listed on the agenda.
When was this initiative started?	Legislation was put in about a year ago, but the preparation for the study started in late September.
What happened with the Livable Centers Initiative (LCI) study that was done in the southwest corridor and Greenbriar about 5-6 years ago?	The LCI study was compiled in 2001. Funds have been secured and the project is moving forward with streetscape and intersection improvements, etc. We are currently in the design phase and the project will quickly be turned over to construction.
I have a plan from 5 years ago that addresses the Delta Airlines, Cub Food properties and the apartments just on the other side of I-285 on the vacant land. We have not heard anything that is being done and now here we are with another study. Why is that?	Councilperson Maddox indicated that the study being referenced, the Greenbriar LCI Study, has gone through the funding process and work is ready to start.
How far will the Study extend from I-20 in the opposite direction and how far west does the Cascade portion extend?	The study goes down to about Venetian, just west of where Benjamin Mays intersects with Cascade.
Will design overlay standards come out of this process that can be followed? We will need to be sensitive to the fact that we border other jurisdictions and standards are needed to ensure a seamless community.	Again, this is exactly what we need to hear from you regarding your desires.

QUESTION/COMMENT	ANSWER
What will go into the former Cub Foods location?	Cub Foods has gone into bankruptcy, but they must still pay their rent for that location. The Mall is looking for a new tenant, but cannot move on this while the bankruptcy is pending.
It sounds like things are going forward already on this Redevelopment Study so the meeting here tonight might not be necessary. Give us a sense that we will be heard and that there is redress if the plan cannot be acted upon.	The Redevelopment Study has just started. The earlier discussion was related to another study.
Are sidewalks a part of this study? Right now sidewalks cut off and I would like to see them extended.	Councilperson Maddox responded that extended sidewalks were part of the Quality of Life Bonds that citizens voted for, and yes, they will extend into the business district at Benjamin Mays. In Phase 2, we are now looking at extending sidewalks west on Cascade to the City limits. You voted overwhelmingly for sidewalks, street resurfacing and more green space, and we are following through.
The sidewalk project on Cascade in District 11 stops at Venetian. Will it continue east on Cascade?	What you see is the first phase, the next phase is Cascade to Benjamin Mays and the next phase will be through the business district.
What is a charrette?	A charrette is a multidisciplinary session where a team of planners and architects and other professionals works interactively. During the charrette, the group will break into table groups to discuss land use, economic development, transportation and other issues within the community. In addition, the project team works with citizens interactively resulting in a recommendation at the end of the process.
We pay consultants up front and look to see what happens in projects like this. How will we implement the recommendations after the study is completed? I	Charles Whatley, Atlanta Development Authority (ADA) responded: The ADA was asked by the City Council to conduct a study on which incentives are really best, whether it is TAD, Urban

QUESTION/COMMENT	ANSWER
know we have talked about a TAD.	Enterprise Zones or some other funding source for four areas including Campbellton Road, ML King, Georgia Avenue thru to Cascade and Metropolitan Avenue. The ADA expanded the study to look at the six priority corridors with Campbellton Road being one of the priority corridors. The ADA study is focused on redevelopment opportunities. The consultant group on the Redevelopment Study is looking at the potential; how much land is available, how many owners are involved, the infrastructure that's in place, the transportation that is available and what could be the possible bump-up based upon having those resources. Once the community has defined what it wants, through this process, then the ADA will be able to use the tools from the model to implement what the community says it wants. It may be that a TAD is the best tool. However, if job creation is important, the State has a new program called Opportunity Zone that provides incentives for business owners with greater than five employees. So we're not just doing redevelopment planning, we're actually coming up with a model that will allow us to help the community figure out the best way to implement its plan to include funding.
There is a lapse of time between the study and the tangible development. When will something be done?	Incentives are available to use, but we need a redevelopment plan before the State will allow us to apply those incentives. Then the reality is that we will need to market this concept to the development community. The developers are comfortable where they make money. However, developers do not know our market, community or buying power. Therefore, we have to encourage them to invest in our community.
How long will it take before the project is produced?	First, we need to define the project. The next three phases are engineering design, right-of-way acquisition and construction. It normally takes from one to two years before starting construction; therefore, it can take as long as 5-6 years, or even longer. Some of the projects will be implemented using public funds and others using private funds. Some pieces of the plan can get started right away and other larger pieces will take longer.

QUESTION/COMMENT	ANSWER
<p>If we know that a TAD is a good mechanism, will we have the ability to use one, given the limitations state law places on using TADs or will this plan become another book on the shelf? What is the likelihood that state law will permit a TAD in these corridors?</p>	<p>A Tax Allocation District (TAD) is only one way to fund projects that may come out of this process. There are other capital programs through which the City could fund projects in these corridors, including the Regional Transportation Improvement Program (TIP) process or the ARC's LCI Program. In addition, different parts of the plan can be funded through various funding sources; they need not all be funded through one source. The City Council asked the ADA to look into the capacity remaining in the TAD. It appears there is capacity remaining after the Beltline. The idea behind the TAD is that you carve out a geographic area and within that geographic area, you freeze the tax base just for that area. You finance the bonds that you will issue at some point based upon the incremental growth so the city will still receive that frozen amount into the general fund and that increment is used to pay off the bond issued to pay for improvements in the TAD.</p>
<p>Are you saying there is no state legislation involved in this process?</p>	<p>The TAD is a local tool, permitted by and governed by state legislation. The State certifies the TAD; they do not vote on it. The City Council votes on the TAD and then the county and school board must agree to participate. The question about us involving the state is a good one and we are involving the state representatives in this study. (If I could recognize Councilperson Clela Winslow from the 4th District.) However, I would like to remind you that a TAD is not the only way to fund this project. There are other ways to do it.</p>
<p>How deep will this plan go into the side streets or will this be just a face-lift on Campbellton and Cascade Roads?</p>	<p>The focus is on the main thoroughfares. During the charrette, we will discuss boundaries and the possible need to look at areas off the main arteries in some cases.</p>
<p>What is being developed on Barge Road?</p>	<p>That is outside the scope of this project, but we will discuss that with you off-line.</p>

QUESTION/COMMENT	ANSWER
What part does the city play in pick-up of trash at homes and school?	That is outside of the scope of this project.
There is a bottleneck at 2540 Campbellton Road, east between the YMCA and Mt. Carmel, with 4 lanes in both directions. Accidents occur regularly. When it rains heavy, 6-8 inches of water accumulate causing more accidents. The potholes in this area also need to be fixed.	Improvements to Campbellton Road are proceeding in phases. Phases 1 & 2 are City projects and have been completed. Land acquisition is underway for Phase 3 and then construction will follow from Dodson to Willis Mill. Phase 4 from Ft Valley to Venetian will follow.

The audience was asked to respond to two questions.

- What would you say are the area's greatest assets and challenges?
- How would you describe the ideal residential/commercial corridor?

ASSETS

- Large tracts of land
- Emphasis on green space, golf course
- Close to mass transit, interstates, parks, green space, residential
- Proximity to MARTA station
- Proximity to downtown and airport
- Citizens who are eager to support redevelopment and want change
- Golf courses
- Lots of historic value

CHALLENGES

- Eliminate hazardous bottleneck @ 2540 Campbellton Road east between the YMCA and Mt. Carmel. At same location, address water accumulation of 6-8 inches during heavy rain causing hazardous conditions that lead to accidents
- Used Car dealerships; garages
- Trash in neighborhoods and schools
- Infrastructure failures that cause potholes and flooding and sewage backups in homes and on golf courses including soil erosion that occurred during sewer project work on embankment behind Kentucky Fried Chicken
- Cascade median that made traffic problems worse
- Street connectivity that needs improvement over the horse and buggy layout
- Controlling of residential development until the infrastructure is in place
- Addressing visual pollution to include power lines and signage (overhead wiring that needs to be converted to underground which will also prevent loss of power during rain)
- U turns at intersections that are problematic
- Improving connections coming into and leaving Cascade and Campbellton –
- Consistency in neighborhood design inside and outside of I- 285
- Lack of code enforcement that discourages business development. Clean-up the area to entice developers and business people to locate in the community; retail follows rooftops.
- Improve economic development to attract jobs and keep kids off of the street
- Improve the quality of retail within the community, i.e. clean-up the businesses that do not compliment the area, i.e. reduction in the number of service stations (that typically attract drugs) and liquor stores that are not appropriate. Lure new/additional desirable businesses such as coffee houses (must travel to Macy's at Lenox rather than Macy's in the community)
- Improve/maintain landscape/environment including removal of grass and weeds growing in the street median; city taxes are paid to maintain area
- Increase sidewalks in residential areas and alongside businesses

CHALLENGES (continued)

- Improve walking trails, places to walk pets and places for children to play needed (walking trail was planned at Campbellton West @ Barge by the YWCA, but never built). Campbellton East has plenty of space for walking
- Change perception that this is a high crime area
- Address safety – stop drug and prostitution activity in the community (i.e. gas station at Campbellton/Barge Rd., Cascade by the Beautiful Restaurant, Campbellton West @ Barge, Campbellton East @ old car dealership, from Fairburn to Campbellton
- Improve schools ; need to educate our children to entice businesses
- Address belief that this study is politically motivated and an election pacifier and there is no intent to follow-through on redevelopment plan – this discourages citizens from coming together to support change
- Address belief that people will be kicked off their property once development takes place
- Getting residents to invest in themselves; not just lip service through consensus building
- Coordinating this project with infrastructure changes/development and on-going business/commercial projects in the area
- Campbellton Road, including Shamrock Gardens is an “eyesore”
- 2450 Cascade Road East (Dobson to Willis Mill) – bottleneck, traffic fatalities between and near Church
- Revitalization of homes, particularly with historic value that will serve as the foundation for next level

IDEAL RESIDENTIAL/COMMERCIAL CORRIDOR

- Historical value restored through cash incentive initiatives (similar to Grant Park)
- Beautiful community; should remain primarily residential with final destination spots such as nice restaurants, parks, walking trails, fitness gym; preserve the current schematics. Don't want the area to become a Perimeter Mall
- Restore space for walking paths at Campbellton East at the old McDonalds
- Utilize vacant buildings for new businesses rather than build additional buildings (i.e. use old Cub Foods building for Wal-Mart; this would also encourage patronage of other businesses in this shopping center)
- A corridor development plan should be a joint project that involves the people, elected officials and businesses

GENERAL COMMENTS

- Need progress westbound on Campbellton Road
- Expect equitable business and economic development within the community as it is in other communities
- Approach development similar to west end of Cascade
- Why widen Campbellton Road if there is no new development
- Campbellton Road is both “Paradise & Desolation”

CONCLUSION AND NEXT STEPS

Councilperson Clela Winslow addressed the audience and made assurances that their concerns regarding city services will be addressed. Councilperson Maddox thanked the audience for their input and participation. Prior to adjournment, the community was thanked for their involvement and asked to attend the charrette starting on December 3 and to bring a neighbor. The charrette will start at 10 a.m. and will be held in the same place in Greenbriar Mall. Further details on this project may be found on the City of Atlanta's web site listed on the handouts.

(<http://www.atlantaga.gov/government/planning/campbellton-cascade.aspx>)

The meeting was adjourned at 8:50 p.m. Approximately 100 people attended the meeting.